

Rep Order# 6844510 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 200159

Printed: 08/22/2012 9:38 AM
Last Received: 08/22/2012 9:27 AM

2 of 5

Showing Buylines: All Rep Revised Lines

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () CROSSROADS GPS
Product CROSSROADS GPS
Estimate# 368
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //368
Flight Dates 08/23/2012 - 08/30/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*4		Buyline Comment: SOAPS 2/DAY Sales Remark: V5 CNX 2X THU- -WILL MOVE TO 8/30 V5 More than 2 codes changed	08/24-08/24	\$300.00	:30	2	1	F	1230P-2P	\$600.00	2	
*5		Buyline Comment: DR PHIL 2/DAY Sales Remark: V5 CNX 2X THU 8/23- -WILL MKGD 8/30 V5 More than 2 codes changed	08/24-08/24	\$300.00	:30	2	1	F	3P-4P	\$600.00	2	
*6		Buyline Comment: NEWS 4 2/DAY Sales Remark: V5 CNX 2X THU- WILL MKGD 8/30 V5 More than 2 codes changed	08/24-08/24	\$550.00	:30	2	1	F	4P-430P	\$1,100.00	2	
*7		Buyline Comment: NEWS 430 2/DAY Sales Remark: V5 CNX 2X THU- WILL MKGD 8/30 V5 More than 2 codes changed	08/24-08/24	\$550.00	:30	2	1	F	430P-5P	\$1,100.00	2	
*8		Buyline Comment: NEWS 530 Sales Remark: V5 CNX 8/23, MKGD 8/30 V5 More than 2 codes changed	08/23-08/23 08/30-08/30	\$1,000.00	:30	0 1	1 1	TH	530P-6P	\$1,000.00	0 1	
*9		Buyline Comment: JEOPARDY 1/DAY Sales Remark: V5 CNX 8/23, WILL MKGD ON 8/30 V5 More than 2 codes changed	08/24-08/24	\$1,400.00	:30	1	1	F	6P-630P	\$1,400.00	1	

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Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*38			08/30-08/30	\$300.00	:30	2	1	TH	3P-4P	\$600.00	2	
		Buyline Comment: DR PHIL 2/DAY										
		Sales Remark: V5 MKGD FOR LINE 5										
		V5 Added										
*39			08/30-08/30	\$550.00	:30	2	1	TH	4P-430P	\$1,100.00	2	
		Buyline Comment: NEWS 4 2/DAY										
		Sales Remark: V5 MKGD FOR LINE 6										
		V5 Added										
*40			08/30-08/30	\$550.00	:30	2	1	TH	430P-5P	\$1,100.00	2	
		Buyline Comment: NEWS 430 2/DAY										
		Sales Remark: V5 MKGD FOR LINE 7										
		V5 Added										
*41			08/30-08/30	\$1,400.00	:30	1	1	TH	6P-630P	\$1,400.00	1	
		Buyline Comment: JEOPARDY 1/DAY										
		Sales Remark: V5 MKGD FOR LINE 9										
		V5 Added										
*42			08/30-08/30	\$1,100.00	:30	1	1	TH	10P-1035P	\$1,100.00	1	
		Buyline Comment: NEWS 10 1/DAY										
		Sales Remark: V5 MKGD FOR LINE 11										
		V5 Added										

---REPORT TOTALS---
 Report Totals: 32 / \$16,900.00

---SALES MONTHLY TOTALS---

Last Received: 08/22/2012 9:27 AM

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 Estimate# 368
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 Flight Dates 08/23/2012 - 08/30/2012
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Rep Firm
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 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

Aug 12: 33 / \$24,950.00 Sep 12: 71 / \$40,900.00

Sales Totals: 104 / \$65,850.00

Station Totals: 104 / \$65,850.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$146,333	CABL 0%	KASA 13%	KASY 0%	KEIM 0%	KOAT 23%
		KOB 19%	KRQE 45%	KWBQ 0%		

---COMPETITIVE COMMENTS---

SHARES EST

Books JUL12
 Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Spot Manager: All, 08/23/12-08/30/12

Alt Order #	Advertiser	Order	Inv. Code (Book	Time Period	Length	Priority	Channel	Product	Estimate	Air Time	Ad-ID	Rate
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Date: 08/24/12

Station: KRQE

06844510POL/Crossroac	200159 M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	CROSSRO/368						\$1,400.00
06844510POL/Crossroac	200159 Soap Rotator	M-F 1230p-2p	:30	P2	[ALL]	CROSSRO/368						\$300.00
06844510POL/Crossroac	200159 M-F KROE News	KROE News	:30	P3	[ALL]	CROSSRO/368			6:18:40 AM			\$200.00
06844510POL/Crossroac	200159 M-F KRQE News	KROE News	:30	P3	[ALL]	CROSSRO/368			6:52:05 AM			\$200.00
06844510POL/Crossroac	200159 CBS This Mornin	CBS Early St	:30	P2	[ALL]	CROSSRO/368			8:28:32 AM			\$300.00
06844510POL/Crossroac	200159 Let's Make a Dea	M-F 10a-11a	:30	P3	[ALL]	CROSSRO/368			9:59:30 AM			\$250.00
06844510POL/Crossroac	200159 Let's Make a Dea	M-F 10a-11a	:30	P3	[ALL]	CROSSRO/368			10:28:26 AM			\$250.00
06844510POL/Crossroac	200159 Soap Rotator	M-F 1230p-2p	:30	P2	[ALL]	CROSSRO/368			12:58:41 PM			\$300.00
06844510POL/Crossroac	200159 Dr. Phil	3p-4p	:30	P2	[ALL]	CROSSRO/368			3:07:08 PM			\$300.00
06844510POL/Crossroac	200159 Dr. Phil	3p-4p	:30	P2	[ALL]	CROSSRO/368			3:34:17 PM			\$300.00
06844510POL/Crossroac	200159 M-F KROE News	4p-430p	:30	P2	[ALL]	CROSSRO/368			4:08:25 PM			\$550.00
06844510POL/Crossroac	200159 M-F KROE News	4p-430p	:30	P2	[ALL]	CROSSRO/368			4:28:45 PM			\$550.00
06844510POL/Crossroac	200159 M-F KRQE News	430p-5p	:30	P2	[ALL]	CROSSRO/368			4:39:00 PM			\$550.00
06844510POL/Crossroac	200159 M-F KRQE News	430p-5p	:30	P2	[ALL]	CROSSRO/368			4:56:56 PM			\$550.00
06844510POL/Crossroac	200159 NFL Pre-Season	NFL Pre-Sea	:30	P1	[ALL]	CROSSRO/368			7:48:14 PM			\$5,000.00
06844510POL/Crossroac	200159 LN M-F	10p-1035p	:30	P3	[ALL]	CROSSRO/368			10:26:11 PM			\$1,100.00
												\$12,100.00
												\$12,100.00

Date: 08/25/12

Station: KRQE

06844510POL/Crossroac	200159 NFL Pre-Season	NFL Pre-Sea	:30	P1	[ALL]	CROSSRO/368			7:47:44 PM			\$5,000.00
06844510POL/Crossroac	200159 LN Sa	10p-1035p	:30	P4	[ALL]	CROSSRO/368			10:06:51 PM			\$450.00
06844510POL/Crossroac	200159 LN Sa	10p-1035p	:30	P4	[ALL]	CROSSRO/368			10:27:38 PM			\$450.00
06844510POL/Crossroac	200159 Sa 1030p-1130p	1035p-1135p	:30	P4	[ALL]	CROSSRO/368			10:52:25 PM			\$100.00
06844510POL/Crossroac	200159 Sa 1030p-1130p	1035p-1135p	:30	P4	[ALL]	CROSSRO/368			11:15:20 PM			\$100.00
												\$6,100.00
												\$6,100.00

Date: 08/26/12

Station: KRQE

06844510POL/Crossroac	200159 KROE News Sun	7a-8a	:30	P4	[ALL]	CROSSRO/368			7:26:59 AM			\$100.00
06844510POL/Crossroac	200159 KRQE News Sun	7a-8a	:30	P4	[ALL]	CROSSRO/368			7:54:38 AM			\$100.00
06844510POL/Crossroac	200159 CBS Sunday Mor	8a-930a	:30	P2	[ALL]	CROSSRO/368			8:35:30 AM			\$800.00
06844510POL/Crossroac	200159 Face the Nation	930-10a	:30	P3	[ALL]	CROSSRO/368			9:29:30 AM			\$500.00
06844510POL/Crossroac	200159 Face the Nation	930-10a	:30	P3	[ALL]	CROSSRO/368			9:59:16 AM			\$500.00
06844510POL/Crossroac	200159 Su KRQE News	530p-6p	:30	P3	[ALL]	CROSSRO/368			5:34:38 PM			\$275.00
06844510POL/Crossroac	200159 Su KROE News	530p-6p	:30	P3	[ALL]	CROSSRO/368			5:51:47 PM			\$275.00
06844510POL/Crossroac	200159 Sun Hour 1	6p-7p	:30	P3	[ALL]	CROSSRO/368			6:38:38 PM			\$3,000.00
06844510POL/Crossroac	200159 LN Su	10p-1035p	:30	P4	[ALL]	CROSSRO/368			10:06:55 PM			\$500.00
06844510POL/Crossroac	200159 LN Su	10p-1035p	:30	P4	[ALL]	CROSSRO/368			10:27:40 PM			\$500.00
06844510POL/Crossroac	200159 Su 1030p-1130p	1035p-1135p	:30	P4	[ALL]	CROSSRO/368			10:56:22 PM			\$100.00
06844510POL/Crossroac	200159 Su 1030p-1130p	1035p-1135p	:30	P4	[ALL]	CROSSRO/368			11:34:11 PM			\$100.00
												\$6,750.00
												\$6,750.00

Date: 08/27/12

Station: KRQE

06844510POL/Crossroac	200159 Let's Make a Dea	M-F 10a-11a	:30	P3	[ALL]	CROSSRO/368						\$250.00
06844510POL/Crossroac	200159 LN M-F	10p-1035p	:30	P3	[ALL]	CROSSRO/368						\$1,100.00
06844510POL/Crossroac	200159 M-F KROE News	430p-5p	:30	P2	[ALL]	CROSSRO/368						\$550.00
06844510POL/Crossroac	200159 M-F KROE News	430p-5p	:30	P2	[ALL]	CROSSRO/368						\$550.00
06844510POL/Crossroac	200159 M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	CROSSRO/368						\$1,400.00
06844510POL/Crossroac	200159 Soap Rotator	M-F 1230p-2p	:30	P2	[ALL]	CROSSRO/368						\$300.00
06844510POL/Crossroac	200159 Soap Rotator	M-F 1230p-2p	:30	P2	[ALL]	CROSSRO/368						\$300.00
06844510POL/Crossroac	200159 M-F 630p-7p	M-F 630p-7p	:30	P2	[ALL]	CROSSRO/368						\$1,700.00
06844510POL/Crossroac	200159 Dr. Phil	3p-4p	:30	P2	[ALL]	CROSSRO/368						\$300.00
06844510POL/Crossroac	200159 Dr. Phil	3p-4p	:30	P2	[ALL]	CROSSRO/368						\$300.00
06844510POL/Crossroac	200159 M-F KROE News	KROE News	:30	P3	[ALL]	CROSSRO/368						\$200.00
06844510POL/Crossroac	200159 CBS This Mornin	CBS Early St	:30	P2	[ALL]	CROSSRO/368						\$300.00
06844510POL/Crossroac	200159 M-F KRQE News	KROE News	:30	P3	[ALL]	CROSSRO/368						\$200.00
06844510POL/Crossroac	200159 Let's Make a Dea	M-F 10a-11a	:30	P3	[ALL]	CROSSRO/368						\$250.00
06844510POL/Crossroac	200159 M-F KROE News	4p-430p	:30	P2	[ALL]	CROSSRO/368						\$550.00

[Sorted by: Date]

Spot Manager: All, 08/23/12-08/30/12

Alt Order #	Advertiser	Order	Inv. Code (Book	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
Date: 08/27/12												
Station: KRQE												
06844510	POL/Crossroac	200159	KROE News 13 (530p-6p	:30	P2	[ALL]	CROSSRO/368					\$1,000.00
06844510	POL/Crossroac	200159	CBS This Mornin CBS Early St	:30	P2	[ALL]	CROSSRO/368					\$300.00
06844510	POL/Crossroac	200159	M-F KRQE News 4p-430p	:30	P2	[ALL]	CROSSRO/368					\$550.00
												10,100.00
												10,100.00

Date: 08/28/12

Station: KRQE

06844510	POL/Crossroac	200159	M-F KRQE News 4p-430p	:30	P2	[ALL]	CROSSRO/368					\$550.00
06844510	POL/Crossroac	200159	KRQE News 13 (530p-6p	:30	P2	[ALL]	CROSSRO/368					\$1,000.00
06844510	POL/Crossroac	200159	Dr. Phil 3p-4p	:30	P2	[ALL]	CROSSRO/368					\$300.00
06844510	POL/Crossroac	200159	Soap Rotator M-F 1230p-2p	:30	P2	[ALL]	CROSSRO/368					\$300.00
06844510	POL/Crossroac	200159	M-F 630p-7p M-F 630p-7p	:30	P2	[ALL]	CROSSRO/368					\$1,700.00
06844510	POL/Crossroac	200159	Let's Make a Deal M-F 10a-11a	:30	P3	[ALL]	CROSSRO/368					\$250.00
06844510	POL/Crossroac	200159	M-F 6p-630p M-F 6p-630p	:30	P2	[ALL]	CROSSRO/368					\$1,400.00
06844510	POL/Crossroac	200159	Let's Make a Deal M-F 10a-11a	:30	P3	[ALL]	CROSSRO/368					\$250.00
06844510	POL/Crossroac	200159	M-F KROE News 430p-5p	:30	P2	[ALL]	CROSSRO/368					\$550.00
06844510	POL/Crossroac	200159	LN M-F 10p-1035p	:30	P3	[ALL]	CROSSRO/368					\$1,100.00
06844510	POL/Crossroac	200159	M-F KRQE News 430p-5p	:30	P2	[ALL]	CROSSRO/368					\$550.00
06844510	POL/Crossroac	200159	LN M-F 10p-1035p	:30	P3	[ALL]	CROSSRO/368					\$1,100.00
06844510	POL/Crossroac	200159	CBS This Mornin CBS Early St	:30	P2	[ALL]	CROSSRO/368					\$300.00
06844510	POL/Crossroac	200159	M-F KROE News 4p-430p	:30	P2	[ALL]	CROSSRO/368					\$550.00
06844510	POL/Crossroac	200159	Soap Rotator M-F 1230p-2p	:30	P2	[ALL]	CROSSRO/368					\$300.00
06844510	POL/Crossroac	200159	Dr. Phil 3p-4p	:30	P2	[ALL]	CROSSRO/368					\$300.00
06844510	POL/Crossroac	200159	M-F KROE News KROE News	:30	P3	[ALL]	CROSSRO/368					\$200.00
06844510	POL/Crossroac	200159	M-F KROE News KROE News	:30	P3	[ALL]	CROSSRO/368					\$200.00
												10,900.00
												10,900.00

Date: 08/29/12

Station: KRQE

06844510	POL/Crossroac	200159	M-F KRQE News 430p-5p	:30	P2	[ALL]	CROSSRO/368					\$550.00
06844510	POL/Crossroac	200159	M-F KROE News KROE News	:30	P3	[ALL]	CROSSRO/368			6:05:55 AM		\$200.00
06844510	POL/Crossroac	200159	M-F KROE News KROE News	:30	P3	[ALL]	CROSSRO/368			6:32:25 AM		\$200.00
06844510	POL/Crossroac	200159	CBS This Mornin CBS Early St	:30	P2	[ALL]	CROSSRO/368			8:29:17 AM		\$300.00
06844510	POL/Crossroac	200159	CBS This Mornin CBS Early St	:30	P2	[ALL]	CROSSRO/368			8:54:30 AM		\$300.00
06844510	POL/Crossroac	200159	Let's Make a Deal M-F 10a-11a	:30	P3	[ALL]	CROSSRO/368			9:58:45 AM		\$250.00
06844510	POL/Crossroac	200159	Let's Make a Deal M-F 10a-11a	:30	P3	[ALL]	CROSSRO/368			10:29:11 AM		\$250.00
06844510	POL/Crossroac	200159	Soap Rotator M-F 1230p-2p	:30	P2	[ALL]	CROSSRO/368			12:58:56 PM		\$300.00
06844510	POL/Crossroac	200159	Soap Rotator M-F 1230p-2p	:30	P2	[ALL]	CROSSRO/368			1:59:01 PM		\$300.00
06844510	POL/Crossroac	200159	Dr. Phil 3p-4p	:30	P2	[ALL]	CROSSRO/368			3:15:46 PM		\$300.00
06844510	POL/Crossroac	200159	Dr. Phil 3p-4p	:30	P2	[ALL]	CROSSRO/368			3:34:17 PM		\$300.00
06844510	POL/Crossroac	200159	M-F KROE News 4p-430p	:30	P2	[ALL]	CROSSRO/368			4:07:30 PM		\$550.00
06844510	POL/Crossroac	200159	M-F KROE News 4p-430p	:30	P2	[ALL]	CROSSRO/368			4:28:15 PM		\$550.00
06844510	POL/Crossroac	200159	M-F KRQE News 430p-5p	:30	P2	[ALL]	CROSSRO/368			4:47:40 PM		\$550.00
06844510	POL/Crossroac	200159	KRQE News 13 (530p-6p	:30	P2	[ALL]	CROSSRO/368			5:35:57 PM		\$1,000.00
06844510	POL/Crossroac	200159	M-F 6p-630p M-F 6p-630p	:30	P2	[ALL]	CROSSRO/368			6:06:01 PM		\$1,400.00
06844510	POL/Crossroac	200159	M-F 630p-7p M-F 630p-7p	:30	P2	[ALL]	CROSSRO/368			6:47:18 PM		\$1,700.00
06844510	POL/Crossroac	200159	LN M-F 10p-1035p	:30	P3	[ALL]	CROSSRO/368			10:17:27 PM		\$1,100.00
												10,100.00
												10,100.00

Date: 08/30/12

Station: KRQE

06844510	POL/Crossroac	200159	M-F KROE News 4p-430p	:30	P2	[ALL]	CROSSRO/368					\$550.00
06844510	POL/Crossroac	200159	M-F KROE News KROE News	:30	P3	[ALL]	CROSSRO/368			6:12:45 AM		\$200.00
06844510	POL/Crossroac	200159	M-F KROE News KRQE News	:30	P3	[ALL]	CROSSRO/368			6:44:45 AM		\$200.00
06844510	POL/Crossroac	200159	CBS This Mornin CBS Early St	:30	P2	[ALL]	CROSSRO/368			8:37:09 AM		\$300.00
06844510	POL/Crossroac	200159	Let's Make a Deal M-F 10a-11a	:30	P3	[ALL]	CROSSRO/368			9:58:45 AM		\$250.00
06844510	POL/Crossroac	200159	Let's Make a Deal M-F 10a-11a	:30	P3	[ALL]	CROSSRO/368			10:29:11 AM		\$250.00
06844510	POL/Crossroac	200159	Soap Rotator M-F 1230p-2p	:30	P2	[ALL]	CROSSRO/368			12:58:26 PM		\$300.00
06844510	POL/Crossroac	200159	Soap Rotator M-F 1230p-2p	:30	P2	[ALL]	CROSSRO/368			1:59:01 PM		\$300.00
06844510	POL/Crossroac	200159	Dr. Phil 3p-4p	:30	P2	[ALL]	CROSSRO/368			3:25:29 PM		\$300.00

[Sorted by: Date]

Spot Manager: All, 08/23/12-08/30/12

Alt Order #	Advertiser	Order	Inv. Code (Book	Time Period	Length	Priority	Channel	Product	Estimate	Air Time	Ad-ID	Rate
Date: 08/30/12												
Station: KRQE												
06844510	POL/Crossroac	200159	Dr. Phil	3p-4p	:30	P2	[ALL]	CROSSRO/368		3:52:13 PM		\$300.00
06844510	POL/Crossroac	200159	M-F KRQE News 4p-430p		:30	P2	[ALL]	CROSSRO/368		4:16:35 PM		\$550.00
06844510	POL/Crossroac	200159	M-F KRQE News 430p-5p		:30	P2	[ALL]	CROSSRO/368		4:37:25 PM		\$550.00
06844510	POL/Crossroac	200159	M-F KRQE News 430p-5p		:30	P2	[ALL]	CROSSRO/368		4:57:26 PM		\$550.00
06844510	POL/Crossroac	200159	KRQE News 13 (530p-6p		:30	P2	[ALL]	CROSSRO/368		5:50:04 PM		\$1,000.00
06844510	POL/Crossroac	200159	M-F 6p-630p M-F 6p-630p		:30	P2	[ALL]	CROSSRO/368		6:28:14 PM		\$1,400.00
06844510	POL/Crossroac	200159	M-F 630p-7p M-F 630p-7p		:30	P2	[ALL]	CROSSRO/368		6:52:53 PM		\$1,700.00
06844510	POL/Crossroac	200159	LN M-F 10p-1035p		:30	P3	[ALL]	CROSSRO/368		10:07:20 PM		\$1,100.00
												\$9,800.00
												\$9,800.00
												\$5,850.00

[Sorted by: Date]

--- CONTRACT COMMENT ---
 SC= *

--- REMARKS ---
 REV TP LINE 12
 PLEASE CNF
 THANKS

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*12			08/24-08/24	\$5,000.00	:30	1	1	F	6P-9P	\$5,000.00	1	
Buyline Comment: NFL PRESEASON CHI/GIANTS Sales Remark: V3 TP CHAGNE V3 Time Changed, Comment Changed												

---REPORT TOTALS---
 Report Totals: 1 / \$5,000.00

---SALES MONTHLY TOTALS---
 Aug 12: 50 / \$34,750.00 Sep 12: 54 / \$31,100.00
 Sales Totals: 104 / \$65,850.00
 Station Totals: 104 / \$65,850.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

Market Totals	\$146,333	CABL 0%	KASA 13%	KASY 0%	KBIM 0%	KOAT 23%
		KOB 19%	KRQE 45%	KWBQ 0%		

---COMPETITIVE---
 SHARES EST

---COMPETITIVE COMMENTS---
 Books JUL12
 Demos RA35+

EC'd Yes Last Received: 08/21/2012 2:28 PM Showing Buylines: All Rep Revised Lines

Station KRQE-TV ALBUQUERQUE, NM.	Agency () MENTZER MEDIA	Rep Firm
Advertiser () CROSSROADS GPS	600 FAIRMONT AVE, S#306	Sales Office () PHILADELPHIA
Product CROSSROADS GPS	TOWSON, MD 21286	Salesperson () AMY MCCREARY
Estimate# 368	Agency C/P1/P2/E //368	
Buyer STEPHANIE KOHLBAUER	Flight Dates 08/23/2012 - 08/29/2012	Salesperson Phone# 215-568-6540
Phone#	Hiatus Weeks	Salesperson FAX# 215-568-1845
Fax#		

--- CREDIT RISK ---
CASH IN ADVANCE

Rep Order# 6844510 Ven# I Status New EC'd Yes

Traffic Order#

Printed: 08/21/2012 11:29 AM
Last Received: 08/21/2012 11:29 AM
Showing Buylines: All Lines

1 of 5

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () CROSSROADS GPS
Product CROSSROADS GPS
Estimate# 368
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //368
Flight Dates 08/23/2012 - 08/29/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
1		Buyline Comment: NEWS MORN 2/DAY	08/23-08/24	\$200.00 3	:30	4	1	TH-F	6A-7A	\$800.00	4	
2		Buyline Comment: E SHOW 1/DAY	08/23-08/24	\$300.00 2	:30	2	1	TH-F	7A-9A	\$600.00	2	
3		Buyline Comment: LET MAKE DEAL 2/DAY	08/23-08/24	\$250.00 3	:30	4	1	TH-F	10A-11A	\$1,000.00	4	
4		Buyline Comment: SOAPS 2/DAY	08/23-08/24	\$300.00 2	:30	4	1	TH-F	1230P-2P	\$1,200.00	4	
5		Buyline Comment: DR PHIL 2/DAY	08/23-08/24	\$300.00 2	:30	4	1	TH-F	3P-4P	\$1,200.00	4	
6		Buyline Comment: NEWS 4 2/DAY	08/23-08/24	\$550.00 2	:30	4	1	TH-F	4P-430P	\$2,200.00	4	
7		Buyline Comment: NEWS 430 2/DAY	08/23-08/24	\$550.00 2	:30	4	1	TH-F	430P-5P	\$2,200.00	4	
8		Buyline Comment: NEWS 530	08/23-08/23	\$1,000.00 2	:30	1	1	TH	530P-6P	\$1,000.00	1	

200159

Aug 8/21/12

Rep Order# 6844510 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/21/2012 11:29 AM
Last Received: 08/21/2012 11:29 AM
Showing Buylines: All Lines

2 of 5

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () CROSSROADS GPS
Product CROSSROADS GPS
Estimate# 368
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //368
Flight Dates 08/23/2012 - 08/29/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
9		Buyline Comment: JEOPARDY 1/DAY	08/23-08/24	\$1,400.00 <i>2</i>	:30	2	1	TH-F	6P-630P	\$2,800.00	2	
10		Buyline Comment: WHEEL	08/23-08/23	\$1,700.00 <i>2</i>	:30	1	1	TH	630P-7P	\$1,700.00	1	
11		Buyline Comment: NEWS 10 1/DAY	08/23-08/24	\$1,100.00 <i>3</i>	:30	2	1	TH-F	10P-1035P	\$2,200.00	2	
12		Buyline Comment: NFL PRESEASON CHI/GIANTS	08/24-08/24	\$5,000.00 <i>1</i>	:30	1	1	F	8P-9P <i>6P</i>	\$5,000.00	1	
13		Buyline Comment: NFL PRESEASON TEX/ST	08/25-08/25	\$5,000.00 <i>1</i>	:30	1	1	SA	6P-9P	\$5,000.00	1	
14		Buyline Comment: NEWS 10	08/25-08/25	\$450.00 <i>4</i>	:30	2	1	SA	10P-1035P	\$900.00	2	
15		Buyline Comment: CLOSER	08/25-08/25	\$100.00 <i>4</i>	:30	2	1	SA	1035P-1135P	\$200.00	2	
16		Buyline Comment: SUN MORN NEWS	08/26-08/26	\$100.00 <i>4</i>	:30	2	1	SU	7A-8A	\$200.00	2	
17		Buyline Comment: SUN MORN CBS	08/26-08/26	\$800.00 <i>2</i>	:30	1	1	SU	8A-930A	\$800.00	1	
18		Buyline Comment: FACE NATION	08/26-08/26	\$500.00 <i>3</i>	:30	2	1	SU	930A-10A	\$1,000.00	2	
19		Buyline Comment: CBS EVE NEWS	08/26-08/26	\$275.00 <i>3</i>	:30	2	1	SU	5P-6P	\$550.00	2	

Rep Order# 6844510 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/21/2012 11:29 AM 3 of 5
Last Received: 08/21/2012 11:29 AM
Showing Buylines: All Lines

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () CROSSROADS GPS
Product CROSSROADS GPS
Estimate# 368
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //368
Flight Dates 08/23/2012 - 08/29/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
20		Buyline Comment: 60 MIN	08/26-08/26	\$3,000.00 3	:30	1	1	SU	6P-7P	\$3,000.00	1	
21		Buyline Comment: NEWS 10	08/26-08/26	\$500.00 4	:30	2	1	SU	10P-1035P	\$1,000.00	2	
22		Buyline Comment: HOUSE	08/26-08/26	\$100.00 4	:30	2	1	SU	1035P-1135P	\$200.00	2	
23		Buyline Comment: NEWS MORN 2/DAY	08/27-08/29	\$200.00 3	:30	6	1	M-W	6A-7A	\$1,200.00	6	
24		Buyline Comment: E SHOW	08/27-08/29	\$300.00 2	:30	5	1	M-W	7A-9A	\$1,500.00	5	
25		Buyline Comment: DEAL 2/DAY	08/27-08/29	\$250.00 3	:30	6	1	M-W	10A-11A	\$1,500.00	6	
26		Buyline Comment: SOAPS 2/DAY	08/27-08/29	\$300.00 2	:30	6	1	M-W	1230P-2P	\$1,800.00	6	
27		Buyline Comment: DR PHIL 2/DAY	08/27-08/29	\$300.00 2	:30	6	1	M-W	3P-4P	\$1,800.00	6	
28		Buyline Comment: NEWS 4 2/DAY	08/27-08/29	\$550.00 2	:30	6	1	M-W	4P-430P	\$3,300.00	6	
29		Buyline Comment: NEWS 430 2/DAY	08/27-08/29	\$550.00 2	:30	6	1	M-W	430P-5P	\$3,300.00	6	

Station KRQE-TV ALBUQUERQUE, NM.
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 Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
30		Buyline Comment: NEWS 530 1/DAY	08/27-08/29	\$1,000.00 2	:30	3	1	M-W	530P-6P	\$3,000.00	3	
31		Buyline Comment: JEOPARDY 1/DAY	08/27-08/29	\$1,400.00 2	:30	3	1	M-W	6P-630P	\$4,200.00	3	
32		Buyline Comment: WHEEL 1/DAY	08/27-08/29	\$1,700.00 2	:30	3	1	M-W	630P-7P	\$5,100.00	3	
33		Buyline Comment: NEWS 10	08/27-08/29	\$1,100.00 3	:30	4	1	M-W	10P-1035P	\$4,400.00	4	

---REPORT TOTALS---
 Report Totals: 104 / \$65,850.00

---SALES MONTHLY TOTALS---
 Aug 12: 50 / \$34,750.00 Sep 12: 54 / \$31,100.00
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 Station Totals: 104 / \$65,850.00
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---COMPETITIVE---
 Market Totals \$146,333
 CABL 0% KASA 13% KASY 0% KBIM 0% KOAT 23%
 KOB 19% KRQE 45% KWBQ 0%

---COMPETITIVE COMMENTS---
 SHARES EST

Showing Buylines: All Lines

Station KRQE-TV ALBUQUERQUE, NM.	Agency () MENTZER MEDIA	Rep Firm
Advertiser () CROSSROADS GPS	600 FAIRMONT AVE, S#306	Sales Office () PHILADELPHIA
Product CROSSROADS GPS	TOWSON, MD 21286	Salesperson () AMY MCCREARY
Estimate# 368	Agency C/P1/P2/E //368	
Buyer STEPHANIE KOHLBAUER	Flight Dates 08/23/2012 - 08/29/2012	Salesperson Phone# 215-568-6540
Phone#	Hiatus Weeks	Salesperson FAX# 215-568-1845
Fax#		

--- CREDIT RISK ---
CASH IN ADVANCE

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KRQE	Date: 8/21/12
---	--

I, Lauren Schumacher
do hereby request station time concerning the following issue:

Crossroads GPS

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES				

Total Charges: \$ 65850.00 GROSS

This broadcast time will be used by: Crossroads GPS

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

5/17/12 _____ 703 535 3390
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title